

10 November 2023

Silver Bullet Data Services Group plc
("Silverbullet" or the "Company")

Director Dealing

Silverbullet, a provider of digital transformation services and products, announces that it was today notified of the following Director dealings in the Company.

On 10 November 2023, Nigel Sharrocks, Non-Executive Chairman, purchased 9,223 ordinary shares of 1p each in the Company ("**Ordinary Shares**") at a price of 80 pence per Ordinary Share and Steve Clarke, Non-Executive Director, purchased 9,222 Ordinary Shares at a price of 80 pence per Ordinary Share (together, the "**Share Purchases**").

Following the Share Purchases, Nigel Sharrocks and Steve Clarke are, respectively, beneficially interested in 36,128 and 39,747 Ordinary Shares, representing approximately 0.23 per cent. and 0.25 per cent. of the Company's issued share capital.

For further information please contact:

Silverbullet	via IFC
Ian James (CEO)	
Strand Hanson Limited - Financial and Nominated Adviser	0207 409 3494
James Spinney / James Bellman / Robert Collins	
Oberon Capital - Broker	0203 179 5344
Mike Seabrook / Chris Crawford / Nick Lovering	
IFC Advisory	020 3934 6630
Graham Herring / Tim Metcalfe / Florence Chandler	07793 839 024

PDMR Notification Forms

The information set out below is provided in accordance with the requirements of Article 19(3) of the EU Market Abuse Regulation No 596/2014.

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Nigel Sharrocks
2.	Reason for the Notification	
a)	Position/status	Non-Executive Chairman
b)	Initial notification/amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	SILVER BULLET DATA SERVICES GROUP PLC
b)	LEI	213800QWL83R5P2LZ811
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a)	Description of the Financial instrument, type of instrument	Ordinary Shares of 1p each in the share capital of Silver Bullet Data Services Group plc

	Identification code	ISIN for Ordinary Shares: GB00BNXM0Z89	
b)	Nature of the Transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		80 p	9,223
d)	Aggregated information - Aggregated volume - Price	Price(s)	Volume(s)
		80 p	9,223
e)	Date of the transaction	10 November 2023	
f)	Place of the transaction	London Stock Exchange (AIM)	

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Steve Clarke	
2.	Reason for the Notification		
a)	Position/status	Non-Executive Director	
b)	Initial notification/amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	SILVER BULLET DATA SERVICES GROUP PLC	
b)	LEI	213800QWL83R5P2LZ811	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the Financial instrument, type of instrument	Ordinary Shares of 1p each in the share capital of Silver Bullet Data Services Group plc	
	Identification code	ISIN for Ordinary Shares: GB00BNXM0Z89	
b)	Nature of the Transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		80 p	9,222
d)	Aggregated information - Aggregated volume - Price	Price(s)	Volume(s)
		80 p	9,222
e)	Date of the transaction	10 November 2023	
f)	Place of the transaction	London Stock Exchange (AIM)	

About Silverbullet

Silverbullet's proprietary 4D AI platform is designed to enable advertisers to target consumers in a "privacy first post cookie world". The product is a natural extension to its existing marketing transformation services business which already serves a blue-chip client base such as Heineken, Mars, Sony and ITV amongst many others. The growing use of first party customer data and the removal of third-party cookies which has already been implemented by web browsers such as Firefox and Safari, with Google expected to phase out the use of cookies in 2023 is accelerating marketing transformations across all business sectors.

Headquartered in London, the Group employs 80+ employees across Europe, US and APAC. The Group continues to look at other opportunities for expansion worldwide.

The Company has an established and growing services business with significant accumulated industry experience and a proven track record of delivering strategic engagements and activation services to its clients. The majority of the Board have held senior positions at global software companies and have significant industry experience across data engineering, SAAS product development and marketing.

The Group has close technical and commercial partnerships with multiple global technology providers, all of which have existing sales channels and are already delivering to clients.

The Group has established a strategic partnership and an entity with Local Planet, a scaled network of over 60 agencies across the globe. Local Planet Data Services Limited was established in December 2020 and presents a significant opportunity to provide data services and the 4D product to the Local Planet agency network.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rs@seg.com or visit www.rs.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHFLELSLELIV